

Message Text

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ACTION EA-09

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E.O. 11652: N/A

TAGS: ETRD, CH, US

SUBJ: SHANGHAI FEATHER AND DOWN MINI-FAIR

1. SUMMARY. THE NATIVE BY-PRODUCTS CORPORATION BOOSTED THE IMPORTANCE OF THIS YEAR'S FEATHER AND DOWN FAIR IN AN EFFORT TO MAINTAIN MOMENTUM STARTED IN THIS HIGHLY SUCCESSFUL LINE AT THE 1976 CANTON FAIR. A DOZEN AMERICAN FIRMS PARTICIPATED IN THE SHANGHAI FAIR, DOING OVER \$1 MILLION BUSINESS. END SUMMARY

2. NATIONAL COUNCIL FOR US-CHINA TRADE HONG KONG REPRESENTATIVE JOHN KAMM BRIEFED USLO JANUARY 26 ON THE SHANGHAI DOWN AND FEATHER FAIR, WHICH HE ATTENDED FROM JANUARY 17 TO 24. ACCORDING TO KAMM, WHO ALSO ATTENDED THE FAIR LAST YEAR, THE NATIVE PRODUCE AND ANIMAL BY-PRODUCTS CORPORATION UPGRADED ITS PRESENCE AT THE FAIR, BEING REPRESENTED BY FAN CH'I-CH'UAN, DIRECTOR OF THE ANIMAL BY-PRODUCTS DIVISION. THE LOCALE OF THE FAIR ALSO WAS SHIFTED FROM THE SHANGHAI MANSIONS HOTEL TO THE MORE SPACIOUS EAST WING OF THE SHANGHAI INDUSTRIAL EXPOSITION GROUNDS.

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3. BUSINESS AT THE FAIR WAS GOOD, DESPITE THE 100 PERCENT PRICE RISE IN DOWN-FILLED GARMENTS AND 150 PERCENT RISE IN RAW FEATHERS OVER THE LAST YEAR. FAIR OFFICIALS TOLD KAMM THE LARGEST SINGLE PURCHASE WAS FOR \$600,000 OF COMFORTERS AND THAT A SALE OF SIMILAR SIZE IN DOWN GARMENTS (60,000 PIECES) WAS ALSO MADE. HIGH LEVEL OF SALES REFLECTS THE STRONG WORLD MARKET

AND THE VAST IMPROVEMENT IN GARMENT QUALITY ACHIEVED
BY PRC MANUFACTURERS DURING THE LAST YEAR. LITTLE
RAW FEATHERS AND DOWN WAS AVAILABLE.

4. AT LEAST TWELVE U.S. FIRMS VISITED THE MINI-FAIR.
AMONG PURCHASES KNOWN TO KAMM, BIGGEST BUYER WAS THE
JAMES YING TRADING COMPANY (NEW YORK) WHICH BOUGHT
\$350,000. (YING ALSO BOUGHT \$1.5 MILLION IN
GARMENTS AT THE 1976 FALL CANTON FAIR.) CHINA
NORTHWEST PRODUCTS (EDDIE BAUER) BOUGHT \$150,000,
HAVING SETTLED THEIR QUALITY CONTROL PROBLEMS; AND
MILBERN HOAM BOUGHT \$100,000. FRANK'S TRADING
(\$800,000 BOUGHT AT THE 1976 FALL CANTON FAIR) PUR-
CHASED \$80,000 AND EASTERN MOUNTAIN SPORTS (\$1,000,000
AT THE 1976 FALL CANTON FAIR) BOUGHT \$50,000. OTHER
U.S. FIRMS MET BY KAMM AT THE FAIR INCLUDED WINDSOR
TRADING, WELLMAN, INC., NORTH FACE, PACK-IN PRODUCTS,
AND PUROFIED DOWN.

5. THIS MESSAGE CONTAINS COMMERCIALLY SENSITIVE
INFORMATION WHICH SHOULD NOTBE DISCUSSED OUTSIDE OF THE USG.
GATES

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Message Attributes

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